



The Purity Ice Cream Corp.

CHILDREN'S CHRISTMAS FESTIVAL

We are going to have a big festival during Christmas week, the date and place to be announced later. Santa Claus has consented to stay over and we have asked him to give with our compliments a present to *every little boy and girl in Richmond and vicinity*. We do not want him to overlook anyone, so, little boy or girl reader, follow this plan carefully:

Starting to-day, Thursday, December 5th, and continuing up to and including December 22nd, a ticket will be issued with every gallon and half-gallon order of

The Velvet Kind
PURE ICE CREAM

These tickets will be enclosed in the envelope which contains the bill. See that you receive your ticket for each gallon or half-gallon. Tickets entitle the holder to all the privileges of the Christmas Festival and to a Christmas present. They are issued only on RETAIL orders, by which we mean the HOME trade.

A WHITE or WHOLE ticket will be sent with all gallon orders, and PINK or HALF ticket will be sent with all half-gallon orders. Thus ONE WHITE ticket or TWO PINK tickets entitle the holder to the privileges of the festival and to a present.

Each ticket will have a coupon attached, which you must detach and preserve very carefully. These coupons will be valuable; but that is a surprise that we have in store for you, and we'll tell you all about that later on. Of course, if you use more than one gallon of Velvet Kind Ice Cream between now and the 22nd you may give the extra tickets to your friends, so that they may attend the festival and receive a present also—but SAVE THE COUPON for yourself.

The gifts to be presented are worth having, and only think—you are asked to do one thing, and that a very pleasant occupation, too—eat Velvet Kind Ice Cream.

Out-of-Town Orders

On out-of-town orders tickets will be issued only on ONE gallon orders. The Ice Cream is sent Express Collect, the charges average 25c or 30c. Send orders direct to our Richmond Office—we guarantee delivery in perfect condition.

Out-of-town customers who cannot attend the Festival should mail their tickets to us with 4c in stamps to cover the cost of forwarding the present.

No entrance fee is required—there are no conditions—there is no restriction as to the number of guests provided each has one white or two pink tickets. Parents or guardians may accompany the children without the formality of a ticket.

Remember, the tickets will be issued starting to-day, Thursday, December 5th, and will be discontinued on orders received for delivery after December 22nd.

PURITY ICE CREAM CORP.

10 South Jefferson Street